

# BUFFINI & COMPANY MAGAZINE

## WINNING IN THE NEW ERA OF REAL ESTATE

Create an unbeatable mindset  
with these **14 essential habits**

### THE WINNER'S EDGE:

Become a top producer  
and stay that way...

### BE THEIR FIRST CHOICE:

Your unique selling  
proposition

### PLUS:

The industry's  
best share the  
secrets behind  
their success

Olympian  
Beverly Buffini  
reveals how to  
maintain your  
competitive  
advantage



# LESSONS FROM THE LEGENDS

AN INTERVIEW WITH STEPHANIE AHLBERG

## Q HOW HAS YOUR BUSINESS CHANGED AFTER 10 YEARS OF COACHING?

My business has simply gotten better and bigger as a result of Coaching. When I joined Coaching I knew I could not handle any more business without an assistant (which I had gone without for 20 years), but it still took a year of Coaching to convince me I was ready. Now, my assistant helps me line up what tasks I should delegate and which I need to keep for myself. Because of this I've not only increased my business, but also my time off. And I have decreased my stress tremendously!

## Q HOW HAS YOUR LIFE CHANGED AS A RESULT OF COACHING?

I have a much better quality of life and more time off. Because I have a full-time licensed assistant at the office, I have more opportunities to take my A clients out to lunch or coffee. Being able to socialize and relax more with my clients has strengthened my relationships with them and increased their referrals.

I also have more time for my husband and children, which has been a blessing. And I now have more freedom to pursue one of my great passions—acting. I have gifted myself with the time to do at least one show per year. What a joy!

## Q WHY DO YOU STILL NEED A COACH?

My Coach, Karen Donnelly, helps keep me focused on my goals and is always there to give good perspective on how far I've come. She is a neutral party I can bounce business ideas off and I lean



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into her to help me count my blessings. I would not want to be without her.

## Q HOW DO YOU STAY COACHABLE?

Feel free to talk to my coach, Karen! I think she will be the first to tell you I approach life with a positive mental attitude and a love of learning. Karen is part of that whole process for me. I think she would be the first to let me know if I stopped being coachable. I strongly recommend you think about what you want to talk about before the call so you can get the most out of your time with your Coach.

## Q HOW DO YOU CONTINUE WORKING THE SYSTEM, BUT KEEP IT FRESH?

I like to change it up so that sometimes my focus is getting together with clients, sometimes it's calls, sometimes it's a power note-writing session, and sometimes it's a client party. Of course, it's important to do the daily activities all the time, but I like to change up the focus to make it more interesting and exciting. That way I never get bored. My favorite activity, however, is getting together one-on-one with my clients.

## Q WHAT WOULD YOUR ADVICE BE TO SOMEONE WHO FEELS LIKE THEY'RE NOT MAKING PROGRESS?

You need to really take account of your activities. Sometimes it feels like we're doing a lot but we really aren't. If you're not making progress you may need to step out of your comfort zone and focus on some of the other activities. You should also make sure you're asking for the order! If you don't ask, you won't get. Have your Coach go over what you're doing in detail and make a plan for how to “shake it up.”

## Q WHAT'S THE ONE PIECE OF ADVICE YOU'D GIVE TO SOMEONE WHO'S JUST STARTED COACHING?

Trust the system. I was doing all the things Brian teaches before I met him, but without a “system.” Having a system and accountability is the key to true success. Don't try to re-invent the wheel. Just do what needs to get done. And don't forget to ask for the referral!